



COUNTY OF LOS ANGELES

# Public Health

**JONATHAN E. FIELDING, M.D., M.P.H.**  
Director and Health Officer

**JONATHAN E. FREEDMAN**  
Chief Deputy Director

313 North Figueroa Street, Room 806  
Los Angeles, California 90012  
TEL (213) 240-8117 • FAX (213) 975-1273

[www.publichealth.lacounty.gov](http://www.publichealth.lacounty.gov)



## BOARD OF SUPERVISORS

**Gloria Molina**  
First District

**Mark Ridley-Thomas**  
Second District

**Zev Yaroslavsky**  
Third District

**Don Knabe**  
Fourth District

**Michael D. Antonovich**  
Fifth District

April 5, 2012

TO: Yolanda Vera, Health Deputy  
Second Supervisorial District

FROM: Jonathan E. Fielding, M.D., M.P.H. *J. Fielding*  
Director and Health Officer

SUBJECT: **STD CONTROL PLAN UPDATE**

This is to update you on the Department of Public Health's (DPH) Plan to prevent and control gonorrhea (GC) and Chlamydia (CT) among young women and their at-risk partners in high impact areas of the Second Supervisorial District (SD2), including the unincorporated areas.

The Plan update consists of seven key areas:

1. Case Management
2. School Level Programs
3. Expanded Screening
4. Social Marketing
5. Community Advisory Group
6. Public Relations
7. Contracting and Procurement

Over the past several weeks, the DPH Division of HIV and STD Programs (DHSP) has focused on launching the tablets and kiosks, convening the community advisory group, meeting with faith-based leaders to develop a scope of work for education and awareness activities, and expanding school-based activities.

### Case Management

One County Public Health Investigator (PHI) and three Community-Embedded Disease Intervention Specialists (CEDIS) have been designated via a contract with the California Family Health Council (CFHC). Since the last report, one of the three CEDIS has been hired and trained via CHFC's subcontractor Planned Parenthood Los Angeles (PPLA). CHFC has posted the job opening for the additional two CEDIS on university websites, etc. It is CHFC's intent to hire the CEDIS within the next two months.

Since the last report, the all DHSP PHIs are now utilizing the new interview tool used for all reported GC and CT cases located within the Second Supervisorial District.

### **School Level Programs**

DHSP staff has integrated and coordinated this project with the following 15 middle schools (MS) and 12 high schools (HS) and are expanding into additional schools located in SD2. Since the last report, two additional schools have been identified: Santee Education Complex, whose attendance area is partially in SD2 and Chavez High School, a continuation high school in the Compton Unified School District (CUSD). To date, the following schools are participating:

#### Compton Unified School District (CUSD)

Bunche MS  
Davis MS  
Enterprise MS  
Roosevelt MS  
Vanguard Learning Center  
Walton MS  
Whaley MS  
Willowbrook MS  
Centennial HS  
Compton HS  
Dominguez HS  
Chavez HS\*

#### Los Angeles Unified School District (LAUSD)

Adams MS  
Clinton MS  
Cochran MS  
Drew MS  
Markham MS  
Pio Pico Span School  
Los Angeles Academy MS  
Crenshaw HS  
Dorsey HS\*  
Fremont HS  
Jordan HS\*  
Los Angeles HS  
Manual Arts HS  
Washington HS  
Santee Education Complex\*

(\*to be targeted by April 2012)

Seven of the eight middle schools in CUSD have initiated *It's Your Game: Keep It Real (KIR)* lessons in the seventh grade classes. Four of seven LAUSD schools have begun the *KIR* program. All of the schools will complete implementation of the *KIR* program by June 2012. To date, reactions from teachers and students have been overwhelmingly positive. Curriculum logs submitted by teachers indicate that the teachers are having minimal issues with implementing the program with fidelity.

All CUSD middle and high school nurses and health assistants, and nurses and staff at four LAUSD high schools (Crenshaw High School, Los Angeles High School, Manual Arts High School, and Washington Preparatory High School) were provided reference guides of youth-friendly local health care providers. In addition, the provider reference guide was updated for Washington High School and the provider guide for Jordan High School has been completed. Finally, provider guides for Santee Learning Complex, Dorsey High School and Fremont High School are being developed.

On March 1, 2011, 11 CUSD nurses and health education assistance attended a DTK tablet training meeting. Schools represented were: Compton High School, Centennial High School, Dominguez High School, and Chavez High School. Dr. Virginia Ward-Roberts, Director of Pupil Services, and Salya Mohamedy, from SD2, also attended.

### **Expanded Screening**

Since the last report, DHSP conducted three hand-held tablet trainings. A total of 29 outreach workers from 3 agencies (St. John's Well Child & Family Center (5), Planned Parenthood-LA (14), and Compton Unified School District nurses (10)) were trained, and a total of 11 hand held tablets were distributed. On February 28, 2012, the first "I Know" kiosk was placed at Florence Pharmacy, located on the corner of Florence Ave. and Compton Ave. Attachment I summarizes all Home Test Kits distributed countywide as part of the "I Know" campaign for the period January 1, 2012 through February 29, 2012. The report is a standard data collection document created for the general "I Know" project. The SD2 STD Control project data was added to this report. Please note that this report was created a week after the first hand-held tablet went "live" thus the order number is very low but will continue to increase with more outreach workers

The report summarized data by each screening activity: internet, phone, tablet and kiosk. Attachment II is the "*I Know*" program material distribution log.

### **Social Marketing**

Since the last report, DHSP has ordered collateral materials and has been working with KCBS to launch advertisements on social media websites, such as Facebook. In addition, DHSP is negotiating a second launch of the campaign in Summer/Fall 2012, in concert with the full implementation of all devices through tablets and kiosks. This launch will also include promotion of the "*I Know*" website through various media and publicity efforts, and expanded distribution of collateral materials.

### **Community Advisory Group/Community Engagement**

On February 3, 2012, the Community Advisory Group convened and was facilitated by the Black Women for Wellness. Over 40 community organizations and partners were represented. Overall, there was great support for the project. The CAG recommended a stronger youth presence. DHSP has initiated outreach with youth groups and will work with Black Women for Wellness to incorporate more youth.

### **Public Relations**

DHSP continues to meet with the SD2 every two weeks to provide program updates. Currently, SD2 has requested HIV/STD testing at the First Church of God and Christ's Church Fair on May 5, 2012. DHSP has confirmed a mobile testing van and will be coordinating a street outreach team to provide GC home test kits. DHSP will continue to work closely with SD2 on public relations opportunities, activities, and media events.

### Contracting and Procurement Update

DHSP has secured contracts and purchase orders (PO) with various organizations. The following is a list of contracts and POs associated with this initiative, including the current estimated annual investment level and the status of activities:

Community Partner/Vendor	Service	Current Funding Level	Status
CFHC Subcontract: PPLA Subcontract: BFWF	Case Management	\$303,394 \$55,000 \$35,000	Fully executed by agency. BFWF scope of work and budget completed
Black Women's Health Project	Community Outreach	TBD	Scope of work to be determined.
St. John's Well Child and Family Center	Community Outreach and Screening	\$167,506	HRA subcontract with St. John's was signed January 10, 2012.
KCBS	Social Marketing	\$150,000 initial investment; additional investment level to be finalized by April, 2012.	Nearly 100% of initial social marketing investment has been used as December 31, 2012.
FAME Assistance Corp.	Education/Awareness	Investment amount pending	To be determined
Sprint	Tablet Supplier	\$13,997	Ten tablets have been purchased to date.
SeePoint	Kiosk Manufacturer	\$20,874	Five kiosks have been ordered and built to date; one kiosk placed at Florence Pharmacy. One kiosk to be placed at Watts Professional Pharmacy by end of March 2012; one kiosk should be placed at a third pharmacy by April, 2012; DHSP is exploring the placement of a fourth kiosk at Compton YWCA and a fifth kiosk at a WIC site.
NTonic	Software Developer	\$12,700	All software has been developed and is undergoing final security checks by DPH Information Systems.
EndPoint	Barcode Reader Developer	\$356	All barcode reading activities have been successfully completed.

Yolanda Vera  
April 5, 2012  
Page 5

If you have any questions or would like more information, please let me know.

JEF:sfr  
PH:1112:001

Attachments

c:     Sheila Shima  
        Richard Mason  
        Jonathan E. Freedman  
        Mario J. Perez

"I Know" Home Test Kit Program Data for LA County- DTKN

FOR INTERNAL USE ONLY - DO NOT DISTRIBUTE

Attachment I

Source: LA County Division of HIV/AIDS Programs, Functional data.

JANUARY - FEBRUARY 2012

	Internet			Phone			Tablet			Kiosk			YEAR-TO-DATE TOTAL		
	Number	Percentage		Number	Percentage		Number	Percentage		Number	Percentage		Number	Percentage	
<b>LA COUNTY "I KNOW" HOME TEST KIT ORDERS</b>	150	89.8%		4	2.4%		13	7.4%		0	0.0%		167		
<b>SPECIMENS RETURNED</b>															
LA County specimens returned to lab (% based on total kits ordered)	78	52.0%		4	100.0%		2	15.4%		0	0.0%		84	50.3%	
LA County specimens returned BUT rejected by lab (% based on total kits ordered)	5	3.3%		0	0.0%		0	0.0%		0	0.0%		5	3.0%	
LA County testable specimens (% based on total kits ordered)	73	48.7%		4	100.0%		2	15.4%		0	0.0%		79	47.3%	
Test results accessed by client (% based on returned specimens)	68	87.2%		4	100.0%		0	0.0%		0	0.0%		72	85.7%	
<b>RESULTS</b>															
LA County dual positive tests (% based on testable specimens)	8	11.0%		1	25.0%		1	50.0%		0	0.0%		10	12.7%	
LA County positive chlamydia tests (% based on testable specimens)	8	11.0%		0	0.0%		0	0.0%		0	0.0%		8	10.1%	
LA County positive gonorrhea tests (% based on testable specimens)	0	0.0%		0	0.0%		1	50.0%		0	0.0%		1	1.3%	
LA County dual positive chlamydia and gonorrhea tests (% based on testable specimens)	0	0.0%		1	25.0%		0	0.0%		0	0.0%		1	1.3%	
LA County total indeterminate tests (chlamydia only, NOT included in total positives; % based on testable specimens)	0	0.0%		0	0.0%		0	0.0%		0	0.0%		0	0.0%	
<b>TREATMENT</b>															
Chlamydia positive cases confirmed treated within 14 and 30 days of specimen collection (% based on total chlamydia positive tests)															
Chlamydia positive cases who retest within 2 to 6 months after CT treatment (% based on total chlamydia positive cases treated)															
Gonorrhea positive cases confirmed treated within 14 and 30 days of specimen collection (% based on total gonorrhea positive tests)															
Gonorrhea positive cases who retest within 2 to 6 months after GC treatment (% based on total gonorrhea positive cases treated)															
<b>PARTNERS</b>															
Partners contacted within 7 calendar days of original patient interview date															
Partners contacted within 30 calendar days of original patient interview date															
Contacted partners confirmed treated within 30 days from original patient GC diagnosis (% based on partners contacted)															
<b>AGE</b>															
Kits ordered by women aged 18 years and younger															
Kits ordered by women aged 19 years and older															
<b>ETHNICITY</b>															
Hispanic/Latina	38	25.3%		1	25.0%		3	23.1%		0	0.0%		42	25.1%	
Black/African American	47	31.3%		3	75.0%		8	61.5%		0	0.0%		58	34.7%	
White	26	17.3%		0	0.0%		0	0.0%		0	0.0%		26	15.6%	
Asian/Pacific Islander	9	6.0%		0	0.0%		0	0.0%		0	0.0%		9	5.4%	
Native American/Alaska Native	3	2.0%		0	0.0%		0	0.0%		0	0.0%		3	1.8%	
Mixed	14	9.3%		0	0.0%		0	0.0%		0	0.0%		14	8.4%	
Other	6	4.0%		0	0.0%		1	7.7%		0	0.0%		7	4.2%	
Unknown/ Missing	7	4.7%		0	0.0%		1	7.7%		0	0.0%		8	4.8%	
<b>LANGUAGE</b>															
Kits ordered in English	150	100.0%		4	100.0%		13	100.0%		0	0.0%		167	100.0%	
Kits ordered in Spanish	0	0.0%		0	0.0%		0	0.0%		0	0.0%		0	0.0%	
<b>HOW DID YOU HEAR ABOUT THE HOME TEST KIT</b>															
Family or friend	31	20.7%		1	25.0%		0	0.0%		0	0.0%		32	19.2%	
Bus ad - inside bus	26	17.3%		1	25.0%		0	0.0%		0	0.0%		27	16.2%	
Bus ad - outside bus	13	8.7%		0	0.0%		0	0.0%		0	0.0%		13	7.8%	
Online ad	35	23.3%		0	0.0%		0	0.0%		0	0.0%		35	21.0%	
Poster	13	8.7%		0	0.0%		0	0.0%		0	0.0%		13	7.8%	
Community info cards, store displays, stickers on mirror or window	10	6.7%		1	25.0%		0	0.0%		0	0.0%		11	6.6%	
I know street team	2	1.3%		0	0.0%		0	0.0%		0	0.0%		2	1.2%	
Outreach workers	0	0.0%		0	0.0%		11	84.6%		0	0.0%		11	6.6%	
School, Teacher, Student health clinic	3	2.0%		0	0.0%		0	0.0%		0	0.0%		3	1.8%	
Other online (search, articles, blogs, etc.)	8	5.3%		0	0.0%		0	0.0%		0	0.0%		8	4.8%	
Total TV (ads, news)	3	2.0%		0	0.0%		0	0.0%		0	0.0%		3	1.8%	
Healthcare provider	3	2.0%		0	0.0%		0	0.0%		0	0.0%		3	1.8%	
Newspaper/Magazine	0	0.0%		0	0.0%		0	0.0%		0	0.0%		0	0.0%	
Metro rail	0	0.0%		1	25.0%		0	0.0%		0	0.0%		0	0.0%	
Gas pump	1	0.7%		0	0.0%		0	0.0%		0	0.0%		1	0.6%	
No response	4	2.7%		0	0.0%		2	15.4%		0	0.0%		6	3.6%	

\* DATA NOT AVAILABLE YET

I KNOW MATERIALS DISTRIBUTED 2012			ATTACHMENT II	
	JANUARY	FEBRUARY	YTD	
Item:				
<b>Palm cards</b>				
African American Focused Cards	100	1340	1440	
Latina Focused Cards (English)	100	1090	1190	
Latina Focused Cards (Spanish)	100	350	450	
<b>Postcards with "home kit" label</b>				
Latina Focused Cards (English)	0	0	0	
Latina Focused Cards (Spanish)	0	100	100	
Misc	0	100	100	
<b>Condom Keychains</b>				
For males - no image	0	0	0	
Spanish	0	0	0	
<b>LED keychains</b>	0	0	0	
<b>Posters</b>				
African American Focused Cards	10	16	26	
Latina Focused Cards (English)	10	16	26	
Latina Focused Cards (Spanish)	10	10	20	
<b>Clings</b>				
Mirror - English	0	200	200	
Window - English	0	40	40	
Window - Spanish	0	0	0	
<b>Venue Displays</b>				
English	0	13	13	
Spanish	0	0	0	
<b>Coin Purses</b>	0	0	0	
<b>Lip Gloss Wand</b>	0	0	0	
<b>Desk in a Box</b>	0	0	0	
<b>Scroll Pens</b>	0	0	0	
<b>Buttons</b>				
English	0	50	50	
Spanish	0	0	0	